



# IOC Marketing: Media Guide

Olympic Winter Games PyeongChang 2018



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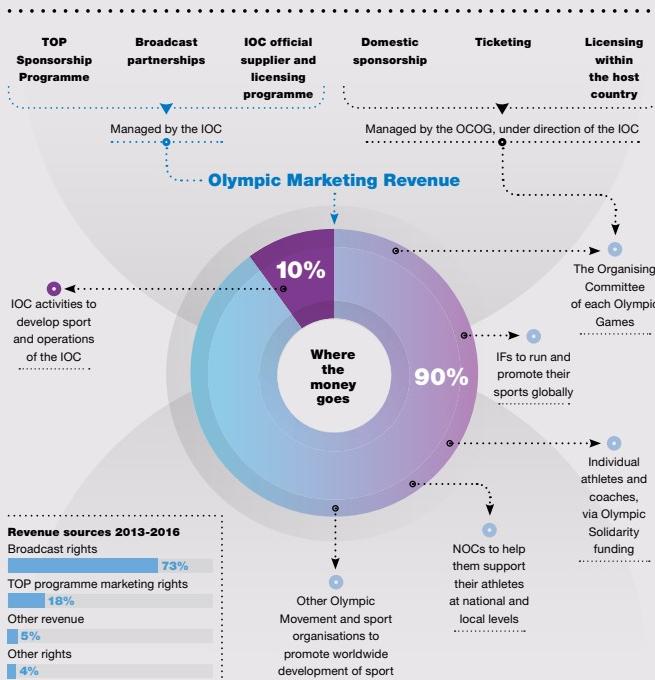
The financial figures contained in this document are provided for general information purposes, are estimates and are not intended to represent formal accounting reports of the IOC, the Organising Committees for the Olympic Games (OCOGs) or other organisations within the Olympic Movement.

For further information, visit <https://stillmed.olympic.org/media/Document%20library/OlympicOrg/Documents/IOC-Marketing-and-Broadcasting-General-Files/Olympic-Marketing-Fact-File-2018.pdf>

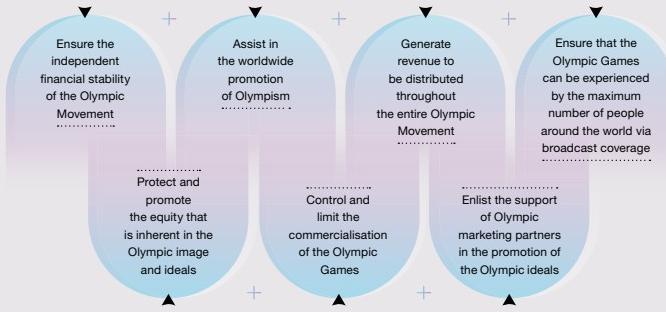


# Olympic Marketing Overview

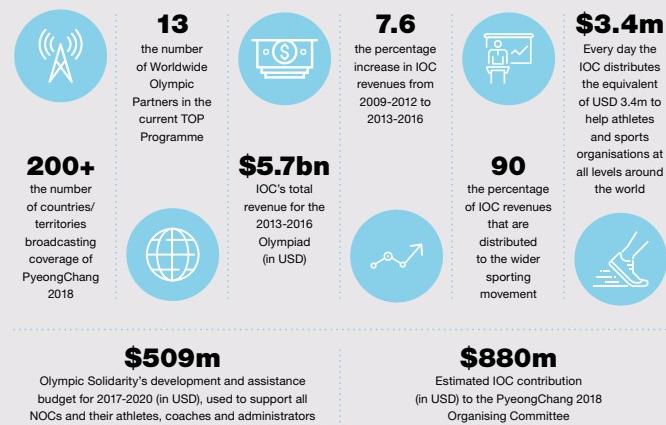
The International Olympic Committee is entirely privately funded and therefore operates Olympic marketing programmes to attract commercial partners, which are crucial to the continued success of the Olympic Games and the operations of every organisation within the Olympic Movement.



## Goals of Olympic Marketing



## Olympic Marketing in Numbers





# Olympic Broadcasting

**"The IOC is proud to partner with the world's leading broadcasters to bring the unforgettable moments from the Olympic Winter Games PyeongChang 2018 to a global audience."**

Thomas Bach, IOC President

The IOC is the owner of the global broadcast rights for the Olympic Games – including broadcasts on television, radio, mobile and internet platforms – and is responsible for negotiating Olympic broadcast rights agreements with media companies throughout the world, ensuring the Games are available to the highest number of people and have the widest global audience possible.

Broadcast rights agreements are the single greatest source of revenue for the Olympic Movement and have been essential in the growth of the global popularity of the Olympic Games and the worldwide promotion of the Olympic values.

## Broadcast of the Olympic Winter Games PyeongChang 2018

Broadcast coverage of the Olympic Winter Games PyeongChang 2018 will be produced by Olympic Broadcasting Services (OBS, [www.obs.tv](http://www.obs.tv)), which is responsible for providing the international television and radio signals from the Games to all Rights Holding Broadcasters (RHBs) around the world.

### Global Coverage

**There will be global broadcast coverage of PyeongChang 2018, with more coverage than any previous Olympic Winter Games, including record numbers of digital broadcast hours.**

The amount of content on digital platforms is expected to be close to double that aired on TV. Over 5 billion people worldwide will have access to the PyeongChang 2018 TV coverage, representing 9 in 10 people with access to TV. In the Republic of Korea, TV coverage of PyeongChang 2018 will total more than twice that of Sochi 2014, while in the USA, NBC Universal will air more than 2,400 hours of coverage across TV and digital platforms – a US Winter Olympic record and almost the same amount of coverage as Vancouver 2010 and Sochi 2014 combined. For the first time, NBC will also offer 50 hours of live virtual reality coverage powered by Intel True VR. Across 48 European territories, up to 4,000 hours of coverage will be available on Discovery Eurosport channels (in addition to local broadcasters).



**450**  
cameras

The IOC established OBS in 2001 to serve as the permanent host broadcaster for the Olympic Games, ensuring that the high standards of Olympic broadcasting are consistently maintained from one edition of the Games to the next.

OBS will use more than 450 cameras to produce a record-breaking amount of compelling coverage from the Olympic Winter Games PyeongChang 2018 – approximately 5,000 hours – including live sport, selected official trainings and ski jumping trials; the Opening and Closing Ceremonies; the Victory Ceremonies; the Olympic Channel News; digital content; and other additional production material.



**5,000**  
hours of coverage

### PyeongChang 2018 Broadcast Highlights

OBS will feature a number of innovations as part of its broadcast plan for the Olympic Winter Games PyeongChang 2018, including:



### 4K and 8K Coverage

OBS will deliver even more striking images of the Olympic Winter Games PyeongChang 2018 and help the RHBs enhance their viewers' experience as the Ceremonies and several sports will be produced in Ultra High Definition (UHD) – commonly referred to as 4K UHDTV. Furthermore, OBS and Japanese broadcast partner NHK will continue working together, as in previous Olympic Games, to co-produce some events in 8K Super High Vision (SHV) High Dynamic Range (HDR).



### Virtual Reality (VR)

For the first time, OBS will showcase the excitement of the Olympic Winter Games in High-Definition Virtual Reality (VR), offering VR and panoramic video content of selected live and recorded Olympic events to the RHBs through an immersive, stereoscopic VR platform. Overall, more than 55 hours of live sport coverage from PyeongChang 2018 will be produced in VR.



**VR**  
coverage offered for first time at Winter Games

### More Digital Solutions

While linear broadcasting is the core responsibility of OBS, the scope of service has expanded for PyeongChang 2018 to meet the ever-evolving digital needs of the RHBs, including developing individual digital components, live data streams, enhanced metadata and a new online platform, Content+, facilitating RHB access to fully-produced and short-form content for digital and social media platforms.

**"OBS will go one step further this winter in PyeongChang by embracing and using 4K/8K and VR technologies to enhance the viewers' experience as well as the future of sports broadcasting. More content than ever before will be made available for a variety of platforms and delivered in as many options to respond to the RHBs' demands, in particularly in the digital arena."**

Yiannis Exarchos, OBS CEO

**RHB Media Contacts**

Broadcaster	Territories	Media Contact
<b>America Movil</b>	Argentina, Bolivia, Chile, Colombia, Costa Rica, the Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Costa Rica, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Nicaragua and Panama	Renato Flores Cartas rfcartas@telmex.com
<b>BBC (UK)</b>	United Kingdom (England, Scotland, Wales), with the exclusion of the Republic of Ireland and any other overseas territories	Michelle Eagleton michelle.eagleton@bbc.co.uk
<b>beIN (MENA)</b>	Algeria, Bahrain, Chad, Djibouti, Egypt, Iraq, Jordan, Kuwait, Lebanon, Libya, Mauritania, Morocco, Oman, Palestine, Qatar, Republic of the Sudan, Republic of South Sudan, Saudi Arabia, Somalia, Syria, Tunisia, United Arab Emirates, Yemen	Mohammed Rashid Al-Derham derhamm@bein.net
<b>CBC</b>	Canada	Nadia Flaim (Communications) nadia.flaim@cbc.ca  Simon Bassett (Public Relations) simon.bassett@cbc.ca
<b>CCTV (China)</b>	People's Republic of China (including Macao, but expressly excluding Hong Kong and Taiwan)	cctvspots@cctv.com
<b>Dentsu (Asia – Central Asia)</b>	Afghanistan, Brunei, Cambodia, Chinese Taipei, East Timor, Hong Kong, Indonesia, Iran, Kazakhstan, Kyrgyzstan, Laos, Malaysia, Mongolia, Myanmar, Papua New Guinea, Philippines, Singapore, Tajikistan, Thailand, Turkmenistan, Uzbekistan, Vietnam	Shusaku Kannan s.kannan@dentsu.jp
<b>Discovery (Europe except UK, France and Russia)</b>	Albania, Andorra, Armenia, Austria, Azerbaijan, Belarus, Belgium, Bosnia and Herzegovina, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, Georgia, Germany, Greece, Hungary, Iceland, Ireland, Israel, Italy, Kosovo, Latvia, Liechtenstein, Lithuania, Luxembourg, Macedonia, Malta, Moldova, Monaco, Montenegro, Netherlands, Norway, Poland, Portugal, Romania, San Marino, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine, Vatican City State	Fiona McLachlan fiona_mclachlan@discovery.com
<b>Econet</b>	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad (non-exclusive basis), Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, St Helena (non-exclusive basis), Swaziland, United Republic of Tanzania (including Zanzibar), Togo, Uganda, Zambia and Zimbabwe.	Nobantu Mchunu nobantu@econetmedia.com
<b>France Televisions</b>	France, including its overseas territories and possessions (i.e. Clipperton, French Guyana, French Polynesia, Guadeloupe, La Réunion, Martinique, Mayotte, Nouvelle Calédonie, Saint Barthélemy, Saint Martin, St. Pierre and Miquelon, Terres Australes et Antarctiques Françaises, Wallis and Futuna), plus Monaco on an exclusive basis and Andorra on a non-exclusive basis	Nathalie Peyrissac nathalie.peyrissac@francetv.fr  Jennifer Armand jennifer.armand@francetv.fr

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<b>ICRT</b>	Cuba	Tanya Lee tlee@sportsmax.tv  www.icrt.gob.co/es/contacto
<b>International Media Content</b>		
<b>Japan Consortium NHK and JBA</b>	Japan	ichiko.y-lc@nhk.or.jp
<b>NBC</b>	United States and its territories and possessions (i.e. American Samoa, Guam, Puerto Rico and the United States Virgin Islands)	Christopher McCloskey christopher.mccloskey@nbcuni.com
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<b>Sky Network</b>	Cook Islands, Federal States of Micronesia, Fiji, Kiribati, Marshall Islands, Nauru, New Zealand, Niue, Palau, Samoa, Solomon Islands, Tonga, Tuvalu, Vanuatu	Tex Teixeira tex.teixeira@skytv.co.nz  Matt Quin mquin@skytv.co.nz  Jeremy Hill jhill@skytv.co.nz
<b>Supersport</b>	Angola, Benin, Botswana, Burkina Faso, Burundi, Cameroon, Cape Verde, Central African Republic, Chad, Comoros, Congo, Democratic Republic of Congo, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea-Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Niger, Nigeria, Rwanda, São Tomé and Príncipe, Senegal, Seychelles, Sierra Leone, South Africa, St Helena and Ascension, Swaziland, United Republic of Tanzania, Togo, Uganda, Zambia and Zimbabwe	Clinton van der Berg clinton.vanderberg@supersport.com
<b>TeleSport</b>	Russia	Alexander Khomukha adkhomukha@tele-sport.ru

# The Olympic Channel

**"The launch of the Olympic Channel was a significant milestone for the entire Olympic Family, creating a legacy for years to come. It provides us with a new way to engage younger generations and fans with the Olympic Movement, and to get the couch potatoes off the couch. The Olympic Channel's impact is key to reaching our target audiences through compelling and entertaining content 24 hours a day, 365 days a year."**

Thomas Bach, IOC President

Launched in August 2016 in support of the IOC's goal as set out in Olympic Agenda 2020, the Olympic Channel provides a new way to engage younger generations, fans and new audiences with the Olympic Movement all year round.

The multi-platform global media destination features more than 9,500 pieces of video content representing all Olympic sport disciplines and 206 countries, 35 original series, partnerships with 63 international sport federations and organisations, and is available in 11 languages.

Using a feature-rich product, the Olympic Channel attracts and engages with a new generation of sport fans including the highly sought-after and targeted 16- to 35-year-old audience, with more than 82 per cent of those engaging with Olympic Channel content on its social media platforms below the age of 35.

Offering original programming, news, live sports events, social media and interactive content, the Olympic Channel provides additional exposure for sports and athletes outside of the Olympic Games themselves. The scope of the Channel's programming covers a diverse array of subjects including training, educational and youth-oriented topics, sustainability, sports science and nutrition, healthy and active lifestyles, historical footage and official films from the IOC's archives. The Olympic Channel also provides an additional distribution platform for its 63 federation partnerships, which includes collaboration on more than 900 live events to date.

Following its global digital launch, the Olympic Channel began distribution partnerships with NBCUniversal and the United States Olympic Committee (USOC) in the United States, Discovery Communications/Eurosport in Europe, and beIN Sports in the Middle East and Northern Africa to bring an Olympic Channel linear experience to their territories.



**82%**  
of viewers  
under the  
age of 35



**9,500**  
pieces of  
video content  
produced  
so far



**35**  
original series



**11**  
different  
languages



**900+**  
live events  
covered  
to date



## Media Contact

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# Olympic Sponsorship



**"Our relationship with the Worldwide Olympic Partners is more than a commercial relationship; it is a partnership."**

Thomas Bach, IOC President

## Did You Know?

Partnership agreements for the eighth edition of the TOP programme (TOP VIII), covering the 2013-2016 Olympiad, increased to over USD 1 billion, representing a 5.6% increase compared to the previous TOP VII.



Support from the business community has always been crucial to the staging of the Olympic Games and the operations of every organisation within the Olympic Movement.

Among the benefits that sponsors provide are:

- Products, services, technology, expertise and staff to support the Organising Committees of the Olympic Games;
- Innovative global marketing campaigns to spread the values of Olympism globally and build public excitement ahead of the Games;
- Engaging activations to enhance the Games experience for fans;
- Support for community, education, sustainability and infrastructure development projects in the host region;
- Direct support for the training and development of Olympic athletes and hopefuls around the world;
- Essential services for athletes participating in the Games;
- Valuable revenues that are shared throughout the Olympic family.

In return for their sponsorship, Worldwide Olympic Partners enjoy a number of benefits, including:

- Exceptional global exposure offered by an association with the Olympic Games;
- Highly effective international marketing platform provided by the Games;
- An alignment with the Olympic rings – one of the most widely recognised symbols in the world, which is associated with a set of ideals and values that resonate strongly across the globe;
- The opportunity to use the Games to develop innovative ways to build their brands, increase sales, connect with the public, build customer relationships, motivate their employees, enhance their corporate reputation and leave a lasting company legacy in the communities where they do business.

## The Olympic Partner (TOP) Programme

The TOP Programme is the highest level of Olympic sponsorship, granting category-exclusive marketing rights to the Summer, Winter and Youth Olympic Games to a select group of global partners.

The TOP Programme currently includes 13 of the best-known multinational companies in the world, whose support for the Olympic Movement provides the foundation for the staging of the Olympic Games and helps more athletes from more countries participate on the world's biggest sporting stage.

The following pages outline the essential contributions that the Worldwide Olympic Partners have made to PyeongChang 2018.



For more information about Olympic sponsorship, please visit the IOC's official website ([www.olympic.org/sponsors](http://www.olympic.org/sponsors))

# Coca-Cola

**Exclusive category: Non-alcoholic Beverages**

**"In 2018, as The Coca-Cola Company celebrates an unprecedented 90th year of partnership with the Olympic Movement, we couldn't be more excited in spreading the Olympic message in all corners of the world. We are also proud of once again playing an important role being part of the Olympic Torch Relay. Through our local activation, millions of South Korean fans have already started to experience the magic of the Games. We look forward to writing another memorable chapter in the Olympic history at the Olympic Winter Games PyeongChang 2018."**

Ricardo Fort, Vice President, Global Sports Partnerships, The Coca-Cola Company

Coca-Cola has supported every Olympic Games since 1928 and will once again refresh Olympic athletes, officials, volunteers and spectators with its beverages and engage consumers during PyeongChang 2018.

## Olympic Torch Relay

Starting with the Olympic Games Barcelona 1992, Coca-Cola has supported 11 Olympic Torch Relays, helping to recruit more than 16,000 Torchbearers and activating on-route for over 700 days, while also connecting with hundreds of millions spectators "live".

As a Presenting Partner of the PyeongChang 2018 Torch Relay, Coca-Cola held a nationwide Olympic Torchbearer recruiting campaign from March–May 2017 to ignite public attention for the coming Games and participation in the Olympic Torch Relay. For the 101 days of the Olympic Torch's journey across all Korean cities and towns, the Coca-Cola caravan and sampling vehicles engaged the public and brought excitement and enthusiasm for the start of the Games.

## Athletes' Experience

Upon arrival at the Olympic Village, athletes will receive a customised Powerade Squeeze bottle with their NOC's colours. In both Olympic Villages, Coca-Cola will also host the Coke Lounge – a place where athletes will be able to relax and unwind while enjoying a Coca-Cola.

## Olympic Experiential (Olympic Park & Plaza)

A 15-metre high Coca-Cola Giant Vending Machine and 'photo cubes' will provide photo opportunities for spectators in the Olympic Park and Plaza respectively, while some visitors will also enjoy a Coca-Cola gift and beverage samplings. In addition, Coca-Cola will provide a "warming station" where visitors will find some respite from the cold.



## Coca-Cola Giant Vending Machine (Seoul)

For those unable to join the Games fever at the Olympic venues, the Coca-Cola Giant Vending Machine at Hongdae – an area of Seoul popular with young people – will also provide a unique Games-themed activation in the Korean capital, offering various experiences linked to Coca-Cola's PyeongChang 2018 campaign theme, "Together as One".



## Coca-Cola Water Replenishment Programme

As a sustainability partner of the Olympic Winter Games PyeongChang 2018, Coca-Cola – together with the PyeongChang 2018 Organising Committee and other stakeholders – is leading a water replenishment programme around the Olympic venues to help to improve biodiversity and to protect the local habitat by building sustainable water resources.



PyeongChang 2018 is the 12th time that Coca-Cola has supported the Olympic Torch Relay



All athletes will receive a customised Powerade Squeeze bottle in their NOC's colours

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**Coca-Cola**

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 INSTAGRAM: instagram.com/TheCocaColaCo  
 TWITTER: twitter.com/CocaColaCo

# Alibaba

**Exclusive category: Cloud infrastructure, cloud services and e-commerce platform services**



**"Alibaba's partnership with the IOC is built on a foundation of shared values and a common vision for connecting the world and enriching people's lives. We are proud to join the Olympic Movement and look forward to leveraging our innovations and technologies to help transform the Olympic Games for the digital era."**

**Jack Ma**, Founder and Executive Chairman of Alibaba Group

Alibaba Group is the world's largest retail and mobile commerce company, enabling businesses to transform the way they market, sell and operate.

By providing the fundamental technology infrastructure and marketing reach, it helps merchants, brands and other businesses to leverage the power of the Internet to engage with their users and customers.

Its businesses are comprised of core commerce, cloud computing, digital media and entertainment, as well as innovation initiatives and others. Its long-term strategic goal is to serve two billion consumers and support 10 million small businesses globally.

## New Partnership Forged

In January 2017, Alibaba announced a landmark partnership with the IOC through 2028. Joining the TOP Programme, Alibaba became the official "Cloud Services" and "E-Commerce Platform Services" Partner of the IOC, as well as a Founding Partner of the Olympic Channel.

At the time of the announcement, Alibaba was the first company to enter into a long-term partnership with the IOC through 2028 and the first Chinese company to commit to the Olympic Winter Games Beijing 2022.

## Reimagining the Future Olympic Games Experience

Over the next 10 years, Alibaba is committed to helping the IOC transform the Olympic Games experience to be more connected, engaging, secure and efficient for all members of the Olympic Family and millions of fans around the world.

At the Olympic Winter Games PyeongChang 2018, Alibaba will showcase how its technology ecosystem will be utilised at future Games.

Located within Gangneung Olympic Park, Alibaba's showcase pavilion will take visitors on an interactive and immersive journey to see first-hand how the Olympic Games experiences will be enhanced by the company's innovative technology.

Media interested in guided preview tours of Alibaba's Olympic Showcase pavilion on 8 and 9 February, prior to the public opening on 10 February, should contact Alibaba's International Corporate Affairs Team at [OlympicIntlPR@list.alibaba-inc.com](mailto:OlympicIntlPR@list.alibaba-inc.com). Additionally, media are invited to attend a Daily Tea Ritual at Alibaba's Olympic Showcase from 12-22 February, between the hours of 14:00 and 17:00, for complimentary food and drinks and access to Alibaba executives.



Alibaba will host a showcase demonstrating how its technology will be used at future Olympic Games



Alibaba was the first company to partner with the IOC through 2028

## Media Contacts

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 Ⓛ [weibo.com/alibabagroup](http://weibo.com/alibabagroup)  
 Ⓛ [youtube.com/alibabagroup](http://youtube.com/alibabagroup)  
 Ⓛ [instagram.com/alibabagroup](http://instagram.com/alibabagroup)  
 Ⓛ [linkedin.com/company/alibaba-group](http://linkedin.com/company/alibaba-group)

# Atos

**Exclusive category: Information technology products, services and solutions**



**"As a global leader in digital transformation, we are particularly proud of our long term relationship with the International Olympic Committee and to deliver the first Games remotely managed and with mission critical applications hosted in the Cloud. We are proud and thrilled to meet the challenges of security and efficiency to ensure a world-class fully-connected experience for viewers worldwide."**

Patrick Adiba, Atos Group Executive Vice President, Chief Commercial Officer and CEO Olympics and Major Events

Atos has been a key technology provider for the Olympic Movement since 1989. As the Worldwide IT Partner since 2001, Atos' role is to ensure the Olympic Winter Games PyeongChang 2018 are fully connected, secure and the most digitally-enabled Winter Games to date.

## First Olympic Games to be Delivered 100% From the Cloud

As Worldwide IT Partner and lead integrator, Atos is at the centre of the digital transformation of the Olympic Games and provides the massive and complex IT systems and solutions that are vital to their success, providing a consistent multichannel customer experience.

PyeongChang 2018 will be the first time that all Games critical IT applications will be remotely managed and hosted in the Cloud – including accreditations, sport entries and qualification, the volunteer portal and the distribution of results in real time like the Olympic Diffusion System (ODS).

To enable this technological feat, Atos has deployed a vast amount of fundamental digital technology, including:

- Systems that share the results around the world in less than a second;
- Real-time data analytics to secure the Games – neutralising 400 IT security events per second – with zero impact;
- A portal to support the recruitment and training of the 16,000 volunteers; and
- Solutions that process 220,000 accreditations for those involved in the Games.

## Over 100,000 Hours of Testing for Maximum Performance

To guarantee the success of the world's biggest sporting event, Atos has completed over 100,000 hours of rigorous testing with the ecosystem of partners to ensure all systems run efficiently during the Games and that no disruptions occur. In addition, a new dedicated Central Technology Operation Centre and Integration Test Lab, located in Spain, will remotely support the Technology Operation Centre in the Host City.



PyeongChang 2018 is the first time all critical IT applications will be remotely managed and hosted in the Cloud



Atos will complete 100,000 hours of testing to ensure all IT systems run efficiently



## Media Contacts

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# Atos

For more information  
[atos.net/en-us/home/olympic-games.html](http://atos.net/en-us/home/olympic-games.html)  
[facebook.com/Atos](https://facebook.com/Atos)  
[twitter.com/Atos](https://twitter.com/Atos)  
[instagram.com/AtosGlobal](https://instagram.com/AtosGlobal)

# Bridgestone

**Exclusive category: Tyres, restrictive automotive vehicle services, non-motorised bicycles and diversified (rubber) products**



**"In a world of continuous change, uncertainty and adversity, the Olympic Movement reminds us of the power of perseverance and pursuing your dreams. Whether live at venues, through television broadcasts or online via the Olympic Channel, Bridgestone is proud to partner with the IOC and NOC's around the world to deliver a vision of global unity through sport and showcase our commitment to improving the way people move, live, work and play."**

Masaaki Tsuya, CEO and Representative Executive Officer, Bridgestone Corporation

Bridgestone, the world's largest tyre and rubber company, has been a Worldwide Olympic Partner since 2014 and will provide its leading products, services and expertise in support of the Olympic Movement and the world's greatest athletes through 2024.

Bridgestone believes in the power of sport to excite, unite and inspire people across all borders, and its Worldwide Olympic Partnership furthers its long-standing support of performance at the highest levels. It also provides global opportunities to showcase Bridgestone's commitment to community service, environmental stewardship, respect for diversity and sustainability – all tenets of the Olympic Charter that mirror the company's core values.

## Empowering People to Chase Their Dreams

After debuting as a TOP Partner at the Olympic Games Rio 2016 with activations in four countries, Bridgestone received full worldwide marketing rights effective 1 January 2017.

Through its global Olympic campaign, entitled "Chase Your Dream", Bridgestone is working across its regions to bring the Olympic spirit to life in ways that empower people to overcome adversity and persevere in pursuit of their goals.

Team Bridgestone athlete ambassadors are the primary voices for these efforts, as the company has partnered with more than 50 athletes across ten countries to serve as the face of Bridgestone activities. Bridgestone also became the first Founding Partner of the Olympic Channel in 2016, pledging support to the ground-breaking digital platform that celebrates the Olympic Movement and its inspiring athletes year-round.

Bridgestone's "Chase Your Dream, No Matter What" campaign in Europe features 19 Olympians who have faced significant obstacles in their lives and are committed to using their experiences to inspire others. The programme includes partnerships with ambassadors in seven countries who engage fans through large community events and impactful small group experiences.

Through a sport festival programme called "Bridgestone x Olympic x Paralympic a GO GO!", the company also spreads the Olympic spirit to communities throughout Japan, which is home to its global headquarters.

The activation includes interactions with Japanese Olympic and Paralympic athletes, Bridgestone innovation displays, and sport demonstrations designed to inspire the next generation of athletes and teach Olympic values.

## Bridgestone at the Olympic Winter Games PyeongChang 2018

The Olympic Winter Games PyeongChang 2018 will be the first Winter Games for Bridgestone as a Worldwide Olympic Partner. The company will supply Bridgestone Blizzak winter tyres for all vehicles in the official IOC fleet, offering maximum control when travelling in the cold, as well as on snow and ice.

Bridgestone out-of-home advertising will be visible at Incheon Airport, throughout Seoul, and near PyeongChang 2018 venues to welcome Olympic fans, volunteers and media to the Republic of Korea, while the company will also host valued customers in a hospitality experience designed to celebrate the Olympic Movement and Korean culture.

In addition, Bridgestone is partnering with the PyeongChang 2018 Organising Committee to support the PyeongChang 2018 Education Programme. The company's contribution will bring the programme to orphaned children, as well as offer an opportunity for some to experience the Olympic Torch Relay and the Olympic Winter Games in person in February.



More than 50 athletes across 10 countries will serve as Team Bridgestone ambassadors



Bridgestone will supply winter tyres for all IOC fleet vehicles, ensuring maximum control when driving on snow and ice

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[bridgestone.com](http://bridgestone.com)

# Dow

**Exclusive category: Chemicals, raw materials and compounds used across selected industries**



**"Dow is proud to support the Olympic Winter Games PyeongChang 2018 with high-performance, sustainable technologies that demonstrate the powerful connection between sport and science."**

Louis A. Vega, Vice President, Dow Olympic and Sports Solutions and President and Managing Director, Dow Australia and New Zealand

A Worldwide Olympic Partner, the Official Chemistry Company of the Olympic Games, and the Official Carbon Partner of the International Olympic Committee, The Dow Chemical Company (Dow) combines science and technology knowledge to develop premier materials science solutions.

Dow has one of the strongest and broadest toolkits in the industry, with robust technology, asset integration, scale and competitive capabilities that enable it to address complex global issues. The company's market-driven, industry-leading portfolio of advanced materials, industrial intermediates, and plastics businesses deliver a broad range of differentiated technology-based products and solutions for customers in high-growth markets such as packaging, infrastructure, and consumer care. Dow is a subsidiary of DowDuPont (NYSE: DWDP), a holding company comprised of Dow and DuPont with the intent to form three strong, independent, publicly traded companies in agriculture, materials science and specialty sectors.

With a long heritage of innovation and leadership in both high-performance sports and sustainability solutions, Dow has been a supplier of technologies for the Olympic Games since 1980.

From lightweight composites for faster luge sleds to energy-efficient insulation in multiple facilities, Dow will continue to support the Olympic Games with dozens of sustainable and high-performance solutions – developed at the intersection of sport and science – at the Olympic Winter Games PyeongChang 2018.

## On the Field of Play

With advanced materials, manufacturing and in-lab and on-track testing, Dow collaborates with



Dow's field-of-play involvement includes Team USA's luge sled design, insulation technologies at the Olympic Sliding Centre and heat transfer fluids at the ice skating venues



Off the field of play, Dow is contributing to a stronger and more comfortable built environment through venue construction, transportation and bedding mattresses

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## Off the Field of Play

The average temperature in PyeongChang in February is 1-2°C (33-35°F). Dow is helping improve the overall efficiency and comfort of the Games' built environment. For warmth, energy efficiency and overall comfort, the walls and roofs of the Olympic Village, modular housing for driver accommodations, and other buildings feature advanced polyisocyanurate and glass wool panels for insulation and silicone sealants fill and seal the gaps between walls, doors, and window frames.

The slabs and roofs of the Olympic Plaza, and the International Broadcast Centre are protected from costly water damage by Dow's waterproof solutions, including polyurethane and polyurea coating technologies.

All mattresses using polyurethane slab foam at the Olympic Games feature advanced polyurethane technology from Dow to offer high levels of comfort and durability to help Winter Olympic athletes and staff sleep in comfortable conditions and help them perform at their very best.

## On the Road to the Games

Parts of the Yeongdong Expressway connecting Seoul with PyeongChang are now marked with traffic paint powered by an advanced, waterborne quick-set technology from Dow that helps road authorities dramatically reduce volatile organic compound (VOC) emissions.



**For more information**  
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# GE

**Exclusive category: Selected industrial equipment for systems used in energy, healthcare, transportation and infrastructure industries**



**"We are proud to work with the IOC and the local Organising Committee to deliver infrastructure solutions for the world's premier winter sports event in PyeongChang."**

John Flannery, GE Chairman and CEO

As a Worldwide Olympic Partner, GE supports the Olympic Games with digital industrial technology that delivers critical infrastructure and peak performance for host cities, athletes and spectators across the world.

GE's Olympic Games partnership was launched in January 2005 and continues as a TOP Partner of the Olympic Winter Games PyeongChang 2018.

## GE and PyeongChang 2018

GE is delivering infrastructure solutions and digital industrial technology that will bring the Games to life in PyeongChang for athletes and spectators in the venues, and for viewers worldwide. GE will provide critical services from power connectivity and continuity across the Olympic venues to healthcare solutions for athletes.

GE's technology will ensure stable and continuous power distribution to keep the Games up and running. This includes connectivity for the International Broadcast Centre, which will provide live coverage of the Games on site and for millions of spectators around the world.

GE will also provide medical imaging technologies to help clinicians predict, diagnose, treat and monitor health issues and sports injuries earlier when intervention is more effective and efficient.

### Digital Industrial

For the first time in Olympic Games history, GE will apply digital industrial technology to monitor real-time energy consumption of all Olympic Games venues. GE Digital's Energy Monitoring System (EMS) will give the PyeongChang 2018 Organising Committee real-time visibility of energy use, enabling prompt diagnosis and problem solving if a power failure were to occur at an Olympic Games venue. Installed at the Main Operations Centre, EMS will help ensure the Olympic Games run efficiently and reliably.

### Unique Partnership

GE is sponsoring the Korean national skiing and snowboard teams with digital technology and a customised sports leadership training programme to help them prepare for the Olympic Winter Games PyeongChang 2018.

Based on PREDIX™, GE's industrial internet platform, GE has developed a motion comparison solution to help coaches and athletes develop training strategies to improve an athlete's health and performance.

GE is also supporting the learning and development of athletes as leaders, with a special customised leadership curriculum – developed at its global leadership institute in Crotonville – which is focused on personal development and emotional resilience.



GE is also providing advanced diagnostic imaging equipment to the Games Polyclinic and ensuring power connectivity for the International Broadcast Centre



For the first time, GE will use digital industrial technology to monitor

energy use real-time across all Olympic Games venue for greater efficiency and reliability

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# Intel

**Exclusive category: 1. Processors, chips and similar silicon platforms, in particular those specifically used for: 5G Technology; VR, 3D and 360-degree content development; Sports performance; Artificial Intelligence. 2. Drones**



Intel will deliver the world's largest 5G showcase during the Games

**"We are excited to be part of the Olympic Movement to integrate Intel's innovative technologies to advance the Olympics Games experience for fans around the world. Through this close collaboration with the Olympic family, we will accelerate the adoption of technology for the future of sports on the world's largest athletic stage."**

Brian Krzanich, Intel CEO



Intel True VR will also offer the first live virtual reality broadcast of the Olympic Winter Games

Intel is the newest Worldwide Olympic Partner, with global activation rights that include the Olympic Winter Games PyeongChang 2018, the Olympic Games Tokyo 2020, the Olympic Winter Games Beijing 2022, and the Olympic Games Paris 2024. Intel's innovative technology solutions will allow fans, athletes, teams and leagues the chance to experience the Olympic Games like never before.

## Intel and PyeongChang 2018

Intel will showcase its technology for the first time at the Olympic Winter Games PyeongChang 2018, reimagining the Olympic Games from the sporting events themselves to on-site activations and experiences.

5G – Intel will bring 5G platforms to life with industry leaders for the world's largest 5G showcase, setting the stage for the global deployment of 5G. At PyeongChang 2018, Intel, KT and ecosystem collaborators will deliver a 5G showcase in Gangneung Olympic Park, in Gwanghwamoon, Seoul and at other Olympic venues across South Korea.

VR – Intel True VR will offer the first live virtual reality broadcast of the Olympic Winter Games, bringing fans closer to the action than ever before.

Drones – Intel drone light show technology will create never seen-before images in the sky.

Esports – Intel will bring Esports to PyeongChang ahead of the Olympic Winter Games, delivering two distinct gaming experiences:

- The Intel® Extreme Masters PyeongChang Esports tournament featuring, Blizzard Entertainment's "StarCraft® II"
- A separate exhibition featuring Ubisoft's action-sports title "Steep™ Road to the Olympics," the official licensed game of the Olympic Winter Games PyeongChang 2018.

Technological support – Intel will provide technological and content support for Olympic Broadcasting Services' host broadcaster operations, as well as for the Olympic Channel, the multi-platform destination where fans can discover, engage, and share in the power of sport and the excitement of the Olympic Games all year round.

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# Omega

**Exclusive category: Timepieces, timing, scoring and venue results systems and services**



**"OMEGA has been the Official Timekeeper of the Olympic Games on 27 occasions since 1932. PyeongChang 2018 will be our 28th and we feel very proud to be returning to this prestigious multi-sport event. Recently, OMEGA and the IOC extended their partnership until 2032, meaning we are on track for 100 years of Olympic Games service. It's a great testament to our enduring relationship, our dedication to the athletes, and our history of precision and innovation."**

Raynald Aeschlimann, President and CEO of OMEGA

## PyeongChang 2018 Timekeeping Technology

OMEGA's timekeeping technology has far surpassed the simple stopwatches first used in 1932. In PyeongChang, every performance will be measured and distributed thanks to 300 timekeepers, 350 trained volunteers and 230 tons of equipment. Amongst this vast collection of equipment will be the Scan'O'Vision MYRIA, a high-speed photofinish camera that can capture 10,000 digital images per second. There will also be OMEGA's innovative Electronic Start Pistol and the brand's Photoelectric Cells, which stop time as soon as an athlete crosses the finish line.

For PyeongChang 2018, a new wave of OMEGA technology will transform sports timekeeping yet again. Through incredible motion sensor and positioning systems, OMEGA will now provide continuous measurements from start to finish of events, meaning that athletes can gain an immediate understanding of where they gained or lost time, or where they won or lost points. From the live speed of a single alpine skier to the formations of an entire ice hockey team – the information provided by OMEGA will add a brand new dimension to every performance. Additionally, this information will mean that people in the venues, as well as those watching at home, can have a far greater understanding of each sport as it happens.

## OMEGA's PyeongChang 2018 Watches

Two unique OMEGA watches have been created to celebrate these Olympic Winter Games. The Seamaster Planet Ocean "PyeongChang 2018" is a striking timepiece in bold blue and red, (the colours of the Korean flag) and features a Master Chronometer movement for the highest standard of precision and performance. The second watch, the OMEGA Seamaster Aqua Terra "PyeongChang 2018" Limited Edition, is a stainless steel timepiece that features a blue dial with the words "PYEONGCHANG 2018" written in the five colours of the iconic Olympic Rings.



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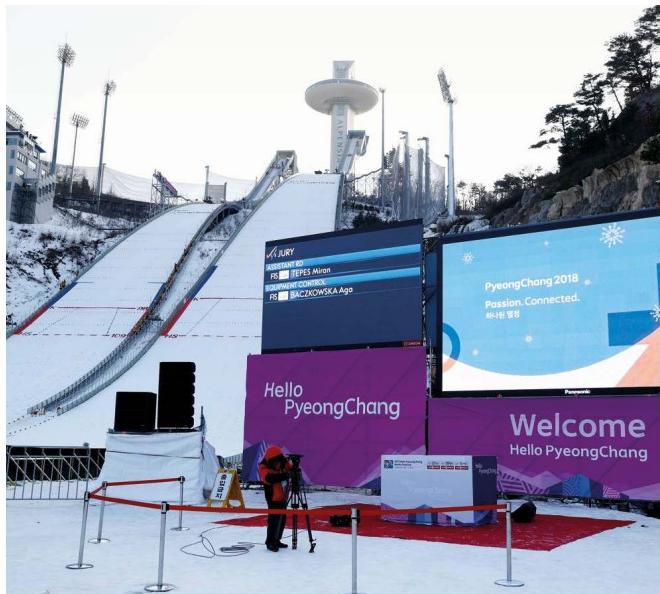
OMEGA will provide 230 tons of equipment in PyeongChang, as well as 300 timekeepers



Two OMEGA Seamaster watches have been created to celebrate the Games

# Panasonic

**Exclusive category: Audio/TV/Video equipment**



**"It is a great honour for us to be a partner of the IOC and to be working with Organising Committees for more than 30 years. We are proud to provide cutting edge AV equipment solutions to PyeongChang 2018, delivering the sights, sound and unique excitement of the Games."**

Satoshi Takeyasu, Executive Officer, Chief Brand Communications Officer, Panasonic

Panasonic became a Worldwide Olympic Partner in 1987, when it joined the TOP Programme as a charter member, and for over 30 years has been supporting the Olympic Games with its cutting-edge AV equipment solutions.

Sharing the values of the Olympic Movement, this partnership will continue through the Olympic Games 2024.

## Image Revolution

For the Olympic Winter Games PyeongChang 2018, Panasonic will be an "Official AV Ceremony Partner", providing turnkey visual solutions with its new 30,000 lumens laser projectors, including technical operations to support the projection mapping for the Opening and Closing Ceremonies of the Games. In total, 82 units of high brightness 30,000 lumens laser projectors (PT-RZ31K) will be supplied, revolutionising the level of visual entertainment in the PyeongChang Olympic Stadium and around the world.

In addition, Panasonic is providing high brightness 27,000 lumens laser projectors (PT-RQ32K) to the 8K Super Hi-Vision Theatre, which will be set-up by Olympic Broadcasting Services (OBS) and the Japan Broadcasting Corporation (NHK) inside the International Broadcast Centre.

## The Resurrection of RAMSA

Used in multiple venues throughout previous Olympic Games, the Panasonic RAMSA range of high quality audio equipment will once again be used in the Olympic Winter Games PyeongChang 2018. The new line array speaker system will be introduced in PyeongChang to bring high quality acoustics and a wonderful atmosphere to the venues.

In addition, Panasonic will supply LED Large-Screen Display Systems to the Live Sites, an outdoor entertainment area in PyeongChang where spectators can share the excitement and emotion of the Olympic events.



## Media Contact

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82 of Panasonic's 30,000-lumens laser projectors will provide turnkey visual solutions for the Opening and Closing Ceremonies



Panasonic will introduce a new RAMSA line array speaker system for PyeongChang 2018

## Panasonic

For more information  
🌐 panasonic.com/global.olympic.html  
 FACEBOOK  
🌐 facebook.com/PanasonicWorldwideOlympicPartner



**Exclusive category: Personal care, healthcare and household care products**



**“Every two years, Olympic competition inspires and unites people everywhere. P&G is proud to be a Worldwide Partner of the Olympic Movement. Our company and brands are committed to improving the lives of moms, athletes and families around the world with high quality consumer products, and we are equally committed to leveraging our voice to promote important social goals such as diversity & inclusion. Together with our partners, we want to be a force for growth and a force for good.”**

**Marc Pritchard, P&G Global Brand Building Officer**

For the Olympic Winter Games PyeongChang 2018, Procter & Gamble, maker of Gillette®, Tide® and Head & Shoulders®, is continuing the company's commitment as the 'Proud Sponsor of Moms' with the newest instalment of its award-winning "Thank You, Mom" campaign, recognising that a mom is her child's first and greatest advocate, the one who sees her child's potential regardless of what others see.

## Thank You, Mom Campaign

As the Proud Sponsor of Moms, P&G sees first-hand the impact of a mom's role in the epic story that is an athlete's journey to the Games. P&G's latest iteration of its "Thank You, Mom" campaign, #LoveOverBias, celebrates moms everywhere who advocate for their kids in the face of bias. The campaign video reflects stories of real athlete challenges through their moms' eyes, and honours the spirit of the Olympic Games themselves, which inspire the world to look beyond the things that divide us to celebrate the things that we all have in common. Because all those who have struggled with prejudices and preconceived notions have a powerful ally, one who has been by their side from the beginning, championing them against all odds... their mom.

The hope is that this film will help bring people together to talk openly about bias, its role in limiting human potential and the need to see beyond the things that divide us to the things we all have in common. To view the short film, please visit: <https://youtu.be/JSWyrR4gXkw>

A recent survey distributed by the IOC on behalf of P&G found more than half of Olympians polled had experienced bias from others growing up, with mom credited as the top source for helping them overcome that bias. Rooted in this insight, the campaign is part of a company-wide effort to use the power of advertising to spark conversations about important matters such as bias. This has been a longstanding journey for P&G, which includes other campaigns that promote conversations about a broad range of topics like gender bias, racial bias and sexual orientation.

P&G's campaign is being activated in more than 20 markets including the United States, Germany, China, Canada, Japan and the host market, the Republic of Korea. This includes TV and digital content, in-store displays, public relations and social media.

## Supporting and Serving Athletes and Moms

P&G brands don't live at the finish line, but in the everyday moments on a mom's journey with her kids. That's why P&G has partnered with Olympians and their moms in their journey to the Olympic Games from countries all over the world including United States, Poland, Turkey, Russia, and South Korea.

Additionally, P&G brands will support athletes, moms and families on the final stage of their PyeongChang 2018 Olympic Games journey through the P&G Family Home. The P&G Family Home will provide a 'home away from home' that includes meals and a cosy retreat to relax and watch the Games.



P&G is continuing the company's commitment as the Proud Sponsor of Moms with the newest instalment of its award winning "Thank You, Mom" campaign



P&G brands will support athletes, moms and families during the Games through the P&G Family Home

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# Samsung

**Exclusive category: Wireless communications and computing equipment**



**"Samsung is proud to welcome the Olympic Winter Games to PyeongChang. Throughout our 30-year legacy as an Olympic partner, we have spread the Olympic spirit and enhanced connections for athletes and fans through Samsung's innovative technology. Together with the Olympic Movement, we will continue to showcase our shared values of achieving the extraordinary and inspiring others to 'Do What You Can't'."**

Younghee Lee, CMO and Executive Vice President of Samsung Electronics

As the Worldwide Olympic Partner in the Wireless Communications and Computing Equipment category, Samsung is committed to enabling meaningful connections through innovative mobile technologies. For PyeongChang 2018, athletes, fans and consumers will be exposed to unique experiences and innovative technologies that will create a more connected experience during the Olympic Winter Games and beyond.

## Olympic Torch Relay

Samsung is one of the three Presenting Partners of the PyeongChang 2018 Olympic Torch Relay. Through its "Do What You Can't" campaign, Samsung will spread the passion and hope of the Olympic Games to its 1,500 Torchbearers and worldwide as the flame makes its 101-day journey to light the Olympic cauldron.

## Samsung Galaxy Note 8 Olympic Games Limited Edition

Samsung will continue its Olympic legacy of supporting athletes by providing them with Samsung Olympic Games Limited Edition phones to help them keep up with information, maintain real-time connections as well as capture and share memories with those near and far. The special PyeongChang 2018 device features shiny white back glass to celebrate the winter theme and gold Olympic rings inspired by the Olympic Torch.

## All-in-One App for PyeongChang 2018

To help enhance the Olympic Winter Games experience for all, Samsung is once again powering the custom mobile application. The PyeongChang 2018 Olympic Winter Games Official Mobile Application is an all-in-one app that will help fans better enjoy the Olympic Games experience, including real-time updates, athlete information, medal standings and Olympic Games records. Available in five languages, the app will feature global navigation, offering differentiated content based on location, as well as enhanced 3D preview experiences and an online cheering service to support athletes.

## Samsung Galaxy Studio

Guests at the Olympic Winter Games will also have the opportunity to explore Galaxy Studios – a dynamic digital playground that allows visitors to discover everything Samsung has to offer through daily cultural programmes and hands-on experiences. Learn about Samsung's constant drive for progress, its history with the Olympic Movement, and its vision for the future of mobile technology at one of five locations in Gangneung and PyeongChang.



Samsung will provide athletes at the Games with Samsung Olympic Games Limited Edition phones



Samsung powers the PyeongChang 2018 Olympic Winter Games Official Mobile Application

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# Toyota

**Exclusive category: Vehicles, mobility support robots and mobility services**



**"Throughout our history, Toyota has made the impossible possible through innovation and passion, and today we remain committed to doing our part to create an ever better society. For this to happen, we have to dream beyond conventional vehicles and create new forms of mobility that overcome limits and solve the problems of tomorrow. We share this dream and this spirit of continuous improvement with Olympic and Paralympic athletes, who challenge their own limits every day. I hope that everyone affiliated with Toyota will feel inspired by the Games, to challenge their impossible and defy their limitations."**

Akio Toyoda, President, Toyota Motor Corporation

Toyota Motor Corporation (Toyota) is the global mobility company that introduced the Prius hybrid-electric car in 1997 and the first mass-produced fuel cell sedan, Mirai, in 2014. Headquartered in Toyota City, Japan, Toyota has been making cars since 1937. Today, Toyota proudly employs 370,000 employees in communities around the world, builds around 10 million vehicles per year in 29 countries, and sells them in more than 170 countries.

Toyota announced a sponsorship agreement with the IOC to become part of The Olympic Partner programme on 13 March 2015. The agreement runs through to the end of 2024 in the first-ever mobility category, which includes vehicles (including passenger cars, urban mobility vehicles and commercial vehicles), mobility support robots, and mobility services (including vehicle and road safety and transportation support systems and services).

## Start Your Impossible

Toyota believes that mobility goes beyond cars; it is about overcoming challenges and making dreams come true. During the Olympic and Paralympic Games, beyond rooting for medals, Toyota is aiming for the best example of society – one that strives to uplift spirits, triumph in achievements, and learn from setbacks that open doors for improvement, advancement and potential.

To inspire Toyota employees, partners, and customers and connect them with the company's core beliefs, on 16 October 2017 Toyota launched "Start Your Impossible", a global initiative that reflects Toyota's unwavering values to overcome challenges and highlights the company's goal to provide freedom of mobility for all.

## The Olympic Channel

Toyota became Founding Partner of the Olympic Channel in 2016, supporting the ground-breaking digital platform that celebrates the Olympic Movement and its inspiring athletes year-round.



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# TOYOTA



Toyota will provide sustainable, safer and more efficient mobility solutions for future Games.



The global "Start Your Impossible" initiative highlights the Toyota's goal to provide freedom of mobility for all

For more information  
 ✉ newsroom.toyota.co.jp  
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 ✉ youtube.com/user/  
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# Visa

**Exclusive category: Payment services, transaction security and pre-paid cards**



**"As a TOP Partner for 32 years, Visa has grown alongside the Olympic Games from a 'credit card' provider to a leading innovative global payment technology brand. Throughout its history as a worldwide sponsor, Visa has stood for universal acceptance, with the goal of providing the most secure and fastest way to pay across merchants, borders and currencies. At the Olympic Winter Games PyeongChang 2018, Visa will bring a transformative payment experience for athletes, fans, cardholders and clients as we continue to encourage everyone everywhere to strive for greatness."**

Alfred F. Kelly, Jr., CEO, Visa Inc.

Since 1986, Visa has been a proud Worldwide Partner of the Olympic Games and will be the exclusive payment services provider and the only card accepted at the Olympic Games through 2020. This includes the Olympic Winter Games PyeongChang 2018 and the Olympic Games Tokyo 2020.

## Team Visa

The Team Visa programme was founded in 2000 with the aim of providing athletes with the tools, resources and support they need to achieve their lifelong dreams, both on and off the field of competition, regardless of their origin or background.

To-date, Team Visa has supported over 400 Olympic and Paralympic hopefuls by providing financial support, financial literacy training, and valuable marketing exposure in pursuit of their goals.

In the run-up to PyeongChang 2018, Visa has globally selected over 50 Olympic and Paralympic athletes who embody Visa's values of acceptance, partnership and inclusion, with athletic talent matched equally by their character.

## On the Ground at PyeongChang 2018

Visa will implement and manage more than 1,000 near-field communication contactless-enabled point-of-sale (POS) terminals capable of accepting mobile and wearable payments across key Olympic venues.

As a leading payment brand, Visa offers acceptance in more than 200 countries and plays a pivotal role in the development of innovative payment products and technologies to benefit its 16,300 financial institution clients and their cardholders.

Visa will use the Olympic Winter Games PyeongChang 2018 as a showcase for acceptance and payment innovation, transforming the way fans pay for their purchases regardless of payment preference – whether they swipe, dip, tap or click – using Visa.

In the spirit of the Olympic Winter Games, Visa has created commercially available, NFC-enabled payment gloves, commemorative stickers and Olympic pins that allow fans and athletes to complete seamless and secure payments with a simple tap at any contactless-enabled terminal.



Visa is supporting more than 50 Olympic and Paralympic hopefuls across 21 countries



Visa will implement and manage the payment system infrastructure network throughout all PyeongChang 2018 venues

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# Domestic Sponsorship

**"With the overwhelming support of our partners, the passion connected in PyeongChang will ensure the Games are great for athletes, media, spectators and all stakeholders. We are proud to partner with the world's best companies to achieve our vision of New Horizons."**

Eom Chan-wang, Director General of Marketing, PyeongChang 2018

Under the direction of the IOC, the PyeongChang 2018 Organising Committee has also managed its own domestic sponsorship programme to support the staging of the Olympic Winter Games, granting exclusive marketing rights within the host country.

The PyeongChang 2018 domestic sponsorship programme consists of three tiers – "Official Partner" (Tier 1), "Official Sponsor" (Tier 2) and "Official Supplier" (Tier 3).

*For more information about domestic sponsorship, please visit the IOC's official website ([www.olympic.org/sponsors/local-sponsorship](http://www.olympic.org/sponsors/local-sponsorship)).*

## Official Partners of PyeongChang 2018



### McDonald's

McDonald's support of the Olympic Movement began with the Olympic Winter Games Grenoble 1968, when the company airlifted hamburgers to USA athletes after they reported being homesick for McDonald's food. McDonald's then became the Official Restaurant of the Olympic Games in 1976 – a position it has held for the past 41 years – has been operating an official Olympic restaurant inside the Olympic Village for every Olympic Games since 1996. For PyeongChang 2018, McDonald's is operating two restaurants – one in the Gangneung Olympic Village for the athletes and coaching staff and the other in the Gangneung Olympic Park for general visitors. McDonald's has been operating the "Olympic Champion Crew" programme since the Olympic Games Sydney 2000 and, for PyeongChang 2018, will see 260 staff – including 80 part-time crew members from McDonald's restaurants nationwide, employees at the headquarters and restaurant managers – serve at the restaurant in the Gangneung Olympic Village as "Team Korea Crew".

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### KT Corporation (KT)

KT Corporation, Korea's largest comprehensive communication operator since 1981, is playing a leading role in the country's innovative development with its high-speed wired/wireless network and cutting-edge technology. As an official telecommunication partner of the Olympic Winter Games PyeongChang 2018, KT will provide world-class telecommunication infrastructures, including high speed Wi-Fi, advanced LTE and Olympic IPTV. KT is also planning to introduce the world's

first broad-scale 5G trial network service in PyeongChang and Gangneung. Additionally, visitors to the Games will be able to experience the 5G network of the future while enjoying the Gwanghwamun Live Site in Seoul and Showcasing Pavilion in Gangneung. KT aims to bring full-scale 5G services to the commercial market as early as 2019, benefiting people's lives with its innovative technology, and is ready to show the world a more vivid and exciting Olympic Winter Games PyeongChang 2018 with its 5G trial network.

### **Youngone (The North Face)**

Since the Youngone Outdoor Corporation introduced the global brand The North Face to the Korean market in 1997, it has quickly become one of the most beloved outdoor brands for people of all ages, as well as professional explorers. As the official partner of the Olympic Winter Games PyeongChang 2018 in the category of clothing, Youngone Outdoor Corporation will provide the uniforms for approximately 45,000 staff, as well as Games volunteers. Furthermore, Youngone Outdoor Corporation will be sponsoring 'Team Korea' until the Olympic Games Tokyo 2020, as it has done for the Incheon 2014 Asian Games, the Olympic Games Rio 2016 and the Olympic Winter Games PyeongChang 2018.

### **Korean Air**

Korean Air is one of the world's top 20 airlines and carried more than 26 million passengers in 2016, operating over 460 flights per day to 123 cities in 43 countries on six continents with a fleet of 168 aircraft. With its modern aircraft and more than 20,000 employees, Korean Air aims to offer customers convenience and comfort, with award-winning offerings of Korean and international meals and state-of-the-art inflight entertainment systems to provide passengers with a memorable inflight experience.

The airline is a founding member of the Sky Team airline alliance, which together with its 20 members, offers its 612 million annual passengers a worldwide system of more than 16,320 daily flights covering 1,052 destinations in 177 countries. More information on Korean Air's programmes, routes, frequencies and partners is available at [www.koreanair.com](http://www.koreanair.com).

### **Hyundai Motor Company & Kia Motors Corporation**

Hyundai Motor Company and Kia Motors Corporation are proud to be the Official Automobile Partners of the Olympic Winter Games PyeongChang 2018. As global leaders in the automobile industry, Hyundai and Kia will provide more than 4,600 passenger vehicles, including cars and buses, to ensure the smooth and successful operation of the first Olympic Winter Games to take place in the Republic of Korea. Hyundai – a pioneer in future mobility innovations – will showcase the 'Hyundai Pavilion' at the PyeongChang Olympic Plaza during the Games. The Hyundai Pavilion will present artworks inspired

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by the theme 'Journey of Hydrogen', portraying Hyundai Motor's vision for fuel cell technology and clean energy. Hyundai will also offer all participants and attendees first-hand experience of Hyundai's breakthrough autonomous driving solutions, embedded in the carmaker's next-generation fuel cell electric vehicles. Kia – bringing a new beat to the global auto industry with its ever-vibrant growth – will establish 'Beat Play' in Gangneung Olympic Park, providing exciting and inspiring experiences that go beyond expectations. On display at Beat Play will be Kia's first high-performance sedan, Stinger, alongside an array of other experiences to inspire not only athletes but everyone taking part in and attending the Winter Games.

More information about Hyundai Motor and Kia Motors and their products can be found at [www.hyundai.com](http://www.hyundai.com) and [www.kia.com](http://www.kia.com).

### **POSCO**

Established in 1968, POSCO has the largest crude steel production capacity in Korea, engaging in iron making, steel making, and production and sales of rolled steel products. The company has been named the world's most competitive steelmaker for eight years in a row by the international steel research institute World Steel Dynamics and currently operates two steel mills (Pohang and Gwangyang) and one office in Korea, as well as six overseas offices. POSCO is currently sponsoring the Korean para ice-hockey team and, through POSCO Daewoo, is supporting the Korean bobsleigh and skeleton team. In addition, POSCO's world-class steel has been used at PyeongChang 2018 Olympic venues such as the International Broadcasting Centre (IBC), Media Village and Kwandong Hockey Centre.

### **KEPCO**

KEPCO became the first public corporation to sponsor the Winter Olympic Games PyeongChang 2018, becoming the exclusive public electricity provider in August 2017. KEPCO delivers stable power in the Republic of Korea by keeping a normal voltage hold rate of 99.99% and carries out 34 projects in 21 countries ranging from power generation to power transmission and distribution (T&D) and resource development. To ensure stable power supply during the Olympic Winter Games, KEPCO has set up seven substations and 29 distribution lines to provide capacities of up to 2,000MVA. In addition, 262 experts will constantly inspect and monitor power facilities at the 12 major stadiums and 21 facilities. Furthermore, KEPCO's advanced technology has been adopted along with installation of IoT-based real-time monitoring systems and an uninterruptible power supply(UPS) with portable ESS storage for outage prevention and prompt and efficient emergency recovery during the Games.

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## Ticketing and Spectator Experience

More than one million tickets have been made available for the Olympic Winter Games PyeongChang 2018, with spectators able to attend approximately 200 sports sessions as well as the Opening and Closing Ceremonies.

Ticket sales were launched in early February 2017. This initial lottery phase gave Korean residents the chance to apply for tickets through the official website.

Further tickets were then offered online on a first-come, first-served basis in September 2017, while offline sales outlets – located in Seoul City Hall, Gangneung City Hall, Gangwon Provincial Government Office, 19 Korean Train Express stations and Incheon and Gimpo Airports – opened on 1 November 2017.

On 31 October 2017, PyeongChang 2018 also launched Fan-to-Fan – an official ticket resale programme, enabling those who can no longer use tickets they bought via the official website to resell them in a secure manner.

**"It will be the most wonderful showcase of sports and culture that Korea has ever seen, and we invite everyone to buy their tickets and join us in PyeongChang"**

Hee-beom Lee, President, PyeongChang 2018

### Ticket Prices

Tickets for PyeongChang 2018 were made available at a wide range of prices to satisfy all fans of the Olympic Winter Games.

Almost half of all sports tickets cost less than 80,000 KRW (approximately USD 70), with some available for as little as 20,000 KRW (approximately USD 18).

Discounts on lowest-priced categories were also made available to a wide range of people, including senior citizens, students and people living with a disability or reduced mobility.



**1m+**  
Tickets available



**50%**  
cost less than  
80,000 KRW



**20,000**  
KRW cheapest  
ticket price

## Overseas Ticket Sales

Fans living outside Korea were able to buy tickets from Authorised Ticket Resellers (ATRs), appointed by their country's National Olympic Committee (NOC).

In addition to the tickets purchased through their ATRs, from 16 October 2017, international spectators who do not reside in Korea were also given the opportunity to buy tickets from the PyeongChang 2018 ticketing website.

## Ticketing Partners

In recognition of its longstanding support of the Olympic Games, Visa is the only card accepted for ticket purchases to the Olympic Winter Games PyeongChang 2018.

Interpark – one of Korea's leading e-commerce companies – was appointed as the official ticketing service provider by the PyeongChang 2018 Organising Committee.



**"We want everyone to have the opportunity to be part of the first Olympic Winter Games in the Republic of Korea and for them to come and support our national athletes and watch the best Olympic winter athletes from around the world. It will be a momentous occasion and something we don't want you to miss out on."**

Hee-beom Lee,  
President, PyeongChang 2018



## Spectator Experience

Spectators at the Olympic Winter Games PyeongChang 2018 will be able to enjoy the Olympic experience in two Olympic Parks as well as numerous specially equipped Live Sites around Korea.

### Gangneung Olympic Park features:

- Four competition venues (ice hockey, speed skating, figure skating, short track, curling)
- A Live Site offering live broadcast coverage of Olympic events, live music and cultural performances
- Sponsor showcases
- Ice rink
- Various other opportunities such as exhibition centres, NOC and OCOG hospitality houses and many others.

### PyeongChang Olympic Plaza features:

- A Live Site and Medals Plaza hosting victory ceremonies for athletes, live broadcast coverage of Olympic events, live music and cultural performances
- Cultural Pavilion
- Sponsor showcases
- Various other events, such as a 3D hologram concert and virtual reality experience

Those unable to attend either of the Olympic Parks will still be able to enjoy and watch live Games events at one of the seven additional specially equipped Live Sites located in seven major Korean cities, as well as at one of 17 moveable Live Sites that will be touring other cities around the country during the Games.



**2**  
Olympic  
Parks



**7**  
Live Sites in  
7 major cities



**17**  
Moveable  
Live Sites

# Licensing and Merchandise



Each edition of the Olympic Games includes an official licensing programme offering merchandise and souvenirs that feature the Olympic marks and the Games emblem.

Through the sale of official products, the licensing programme helps to promote the Games and share the culture of the host region, while also allowing members of the public to purchase their own piece of Olympic history.

These Olympic Games licensing programmes are managed by the OCOGs, under the direction of the IOC, and help provide part of the revenues required to stage the Games, as well as an opportunity to generate business for companies that become licensees.

The IOC also operates its own global licensing programme, which includes merchandise related to past and future editions of the Games, as well as products that communicate the essence of the Olympic brand.

*For more information about licensing, please visit the IOC's official website ([www.olympic.org/licensing](http://www.olympic.org/licensing)).*

## PyeongChang 2018 Licensing Programme

Approximately 1,500 different official products will be available for the Olympic Winter Games PyeongChang 2018, with four licensees appointed to create everything from clothing, confectionary and stationery to plush toys, pin badges and accessories. A range of traditional Korean craft items such as brassware, hand mirrors, mother of pearl chopsticks, embroidery and wind chimes has also been created.

In addition to two superstores and 21 on-site outlets at the Olympic venues, official merchandise is available at:

- 37 official PyeongChang 2018 stores in airports, train stations and departments stores across Korea;
- 346 non-Olympic themed stores at 13 retailers throughout Korea;
- A mobile store that has attended festivals across Korea in the build-up to the Games;
- An online store ([store.pyeongchang2018.com](http://store.pyeongchang2018.com)), which launched on 30 June 2017.



**1,500**  
products  
available



**2**  
Games-time  
superstores



**21**  
on-site  
outlets

## PyeongChang 2018 Philatelic Programme

The Olympic host country has issued commemorative postage stamps to accompany every modern Olympic Games since 1896.

The PyeongChang 2018 philatelic programme will include three series of stamps issued in November 2017, January 2018 and February 2018. There will be 32 different designs available, with 2.8 million stamps due to be produced for sale in Korea.



**32**  
stamp  
designs

## PyeongChang 2018 Numismatic Programme

Commemorative Olympic Games coins have been issued regularly since the Olympic Games Helsinki 1952.

The PyeongChang 2018 numismatic programme includes two series of coins, issued in November 2016 and November 2017. There are 23 different designs available, including traditional Korean imagery and depictions of various winter disciplines, with 382,814 coins set to be issued and sold in nine markets around the world.



**23**  
coin  
designs



**1<sup>st</sup>**  
commemorative  
Korean  
banknote



## Steep™ Road to the Olympics

As part of the IOC's global licensing programme, Ubisoft has developed Steep™ Road to the Olympics – the official video game of the Olympic Winter Games PyeongChang 2018.

The game is an expansion to the open world action-sports title Steep (launched in December 2016) and was released on 5 December 2017 for PlayStation®4, Xbox One and Windows PC.

It features a new gameplay mode that allows players to join professional athletes such as Lindsey Vonn, Kevin Rolland and Ayumu Hirano on their journey to the Olympic Winter Games.

*For more information, visit  
[www.olympicvideogames.com](http://www.olympicvideogames.com)*





**9 out of 10**  
people globally are able  
to correctly identify  
the Olympic rings



The IOC's "Become  
the Light" campaign  
demonstrates the  
inspirational power  
of Olympism

## The Olympic Brand

The Olympic rings are one of the most widely recognised symbols in the world.

Independent research commissioned by the IOC recently revealed that 9 out of 10 people globally are able to correctly identify the iconic symbol.

As the visual representation of Olympism, which aims to demonstrate how sport can contribute to building a better world, the Olympic symbol embodies positive, universal values that give it a unique, powerful and timeless identity that transcends sport.

For that reason, the research also revealed that the Olympic rings outperform other key global brands measured across a range of attributes, including "Global", "Inspirational", "Excellence", "Friendship", "Optimistic" and "Inclusive".

With such a powerful brand as its foundation, it is little wonder that the Olympic Games also enjoyed the highest awareness and appeal among all sports and entertainment events measured in the survey, with 93 per cent awareness level and an appeal rating of 7.4 out of 10.



### IOC Global Brand Campaign

In the build up to the Olympic Winter Games PyeongChang 2018, the IOC launched an integrated brand campaign, "Become The Light", that aims to promote the Olympic values of excellence, friendship and respect.

The campaign uses "light" as the symbolic representation of the Olympic values and demonstrates how the inspirational achievements of athletes and the Olympic spirit can motivate people around the world to "Become The Light" and act as beacons of positivity.

Supporting the IOC's vision of building a better world through sport, the IOC will then transform this positivity into light by providing sustainable, solar-powered lighting solutions for the Mahama Refugee Camp in Rwanda, through a partnership with the UN refugee agency, UNHCR.

The campaign includes a series of four inspirational films – including a PSA – that feature athletes emanating light while competing in winter sports. The "light" represents the Olympic values and the shining examples of the athletes who inspire the world. Each of the "Become The Light" films ends with a call to action inviting everyone to engage through the Olympic Channel campaign hub. The films are being broadcast around the world in collaboration with the official Olympic broadcasters, as well as on the Olympic Channel's dedicated platform for the duration of the campaign.

## The PyeongChang 2018 Brand

Each edition of the Olympic Games features its own distinctive brand and visual identity that can be seen throughout the host city and the Olympic venues during the Games.

The PyeongChang 2018 brand draws on the Korean alphabet Hangeul, which is one of the most prominent cultural assets of Korea, to create a look for the Games that depicts a festive scene celebrated by people around the world. It symbolises various values that many people will share, feel and identify with in PyeongChang during the Games.

There are several key elements to the brand:

The **emblem** was unveiled in May 2013, with the shapes that form the logo stemming from the first consonants of each syllable in the word "PyeongChang" when it is written in Hangeul. The first character in the emblem also represents a gathering place where the three elements of Korean humanism – heaven, earth, and humanity – are in harmony, while the second, star-like character symbolises snow and ice, as well as the athletes' stellar performances.

The PyeongChang 2018 **mascot** was unveiled in June 2016. Named Soohorang, it is based on a white tiger – an animal closely associated with Korean mythology and culture. The name "Soohorang" is also significant. "Sooh," the Korean word for "protection", alludes to the protection of athletes, spectators and other Games participants, while "Rang" derives from the Korean word "ho-rang-i", which means "tiger". "Rang" also appears in "Jeongseon Arirang", the traditional folk music of Gangwon Province, where PyeongChang is located.



The PyeongChang 2018 brand draws on the Korean alphabet Hangeul



The official mascot, Soohorang, is based on a white tiger – an animal closely associated with Korean mythology



The sport **pictograms**, which represent the 24 sporting competitions across all 15 Winter Olympic disciplines, were unveiled in January 2017. From the 16 vowels and 14 consonants of Hangeul that exist, four consonants and three vowels were selected and have been reflected in the pictograms. The use of the alphabet allows for them to be reflected in a minimalist way, while the slanted and curved lines add dynamism and help express the movements of the athletes.

The **medals** were unveiled in September 2017, with Hangeul consonants being turned into three-dimensional symbols around the outer edge, where they come together to spell "Olympic Winter Games PyeongChang 2018". Each symbol then extends across the face of the medals to create dynamic diagonal lines.

The **Olympic Torch** was unveiled in February 2017, with a five-pronged shape based on the Korean symbol for "PyeongChang". The torch measures exactly 700mm in length, representing the altitude of PyeongChang, which is 700 metres above sea level.





Unauthorised uses of the Olympic symbol reduce the IOC's ability to generate revenue to support athletes and sports organisations around the world



Ambush marketing poses a serious threat to the integrity of the Olympic symbol and the Olympic Games



The PyeongChang 2018 Organising Committee has implemented a multifaceted brand protection programme



The IOC monitors broadcast and internet coverage of the Games to identify any infringements on official rights holders

## Protecting the Olympic Brand

**"Our marketing partners are the pillars on which the Olympic Movement is funded and we therefore need to ensure that their exclusive commercial rights are protected. Ambush marketing is a serious threat that can impact not only the success of the Olympic Games, but also the essential support offered to athletes and the development of sport throughout the world."**

Timo Lumme, Managing Director, IOC Television and Marketing Services

The Olympic symbol is one of the most universally recognised brands, representing the Olympic values of Excellence, Friendship and Respect. It is also one of the most valuable assets of the International Olympic Committee's marketing programmes, which rely on offering official partners an exclusive association with this brand.

Any attempt to use the Olympic symbol without permission reduces the value and integrity of the brand. This directly impacts the Olympic marketing programmes, diminishing their ability to generate revenue that is redistributed by the IOC to support athletes and sports organisations at all levels around the world.

### Ambush Marketing

The IOC and its partners in the Olympic Movement take the threat of ambush marketing<sup>1</sup> very seriously. Its aim is to protect the integrity of the Olympic properties marks (including the Olympic symbol), the Olympic Games, and the investment of its official partners. Without the revenue and support of Olympic broadcasters and marketing partners, the Olympic Games would simply not happen.

The IOC works on a market-by-market basis with the National Olympic Committees and Organising Committee before each Games to educate each market and companies about who the official partners are and why ambush marketing is detrimental to the Olympic Games.

Where there is an infringement, the IOC takes a pragmatic approach to ensure there is an appropriate response. When there is a concerted effort to create an unauthorised commercial association with the Olympic Games, or the Olympic properties marks, then it will take swift action.

<sup>1</sup> Direct and/or indirect unauthorised association with, exploitation or promotion of, the Olympic properties and/or the Games

## PyeongChang 2018 Brand Protection Programme

In order to support marketing activities and stop any unauthorised association with the Olympic Winter Games PyeongChang 2018 and/or the official brands, the PyeongChang 2018 Organising Committee has implemented an extensive brand protection programme, involving the following measures:

### **Education and Engagement**

PyeongChang 2018 has developed a dedicated space on the official website that is aimed at educating stakeholders regarding the brand protection rules. It has also held various training courses and workshops for different target audiences, and it maintains a relationship and service channel to answer people's reports and queries ([brand@pyeongchang2018.com](mailto:brand@pyeongchang2018.com)).

### **Activation of Marketing Rights**

The Olympic marketing partners have the right to communicate their association with the Olympic Winter Games PyeongChang 2018 by using the Olympic symbol and the PyeongChang 2018 brand. However, they must follow certain rules in order to guarantee its appropriate usage and preserve the value and integrity of the official brand. The IOC and PyeongChang 2018 therefore review all activation materials produced by official partners in order to ensure that they comply with usage policies and rules.

### **Monitoring Programme**

Implemented to guarantee protection for the rights of official PyeongChang 2018 marketing partners and licensees, the monitoring programme aims to identify any ambush marketing or piracy activities.

### **Licensed Products**

One of the success factors of the PyeongChang 2018 Licensing Programme is the monitoring programme implemented by the Brand Protection team, together with the public security authorities, in order to curb and fight the sale of counterfeit PyeongChang 2018 products. In addition, the licensed products are covered by a special identification system featuring PyeongChang 2018 holographic seals, tags and labels developed to prove the authenticity of official products and provide security information. This system also combats counterfeit products through online brand protection measures.



### **Ticketing**

Besides monitoring ambush marketing and unofficial products, the Brand Protection team is also responsible for the global monitoring of ticket sales, supported by an online monitoring agency, to ensure the programme's success.

### **Clean Venue Policy**

Unlike other major sporting events, the Olympic Games operate a "clean venue" policy. The aim of this policy is to prevent any commercial, political or religious advertising at Games venues, guaranteeing that the main focus is on athletes and sport. PyeongChang 2018 and the IOC focus their brand protection action at Games-time on ensuring compliance with the clean venue policy in venues and guaranteeing that the operational rights of marketing partners are respected.



### **Out-of-Home Advertising**

The out-of-home (OOH) advertising programme is designed to secure outdoor media properties in and around PyeongChang 2018 sites and venues and also major transportation hubs for the official Games partners, therefore avoiding any ambush marketing opportunities.

### **IOC Broadcast Monitoring**

The IOC monitors the global broadcast coverage of the Olympic Games to identify any messages that damage the Olympic brand or infringe upon the rights of the official Olympic marketing partners.

This Monitoring Programme also ensures that unauthorised parties do not use Olympic intellectual property and that Olympic broadcast rights holders comply with their contractual obligations. By checking for ambush marketing advertisements, unauthorised commercial overlays and overt in-studio commercial signage, the programme helps preserve the unique "clean" nature of the Olympic Games broadcast.

### **Internet Monitoring**

In addition to monitoring the Games broadcasts around the world, the IOC also implements an Internet Monitoring Programme at each Games, which uses the most advanced technologies available to prevent, track and take appropriate action against violations, such as video infringements on any online or mobile platform or ambush marketing activities on social media platforms.

The Internet Monitoring Programme also monitors geo-blocking, to ensure that rights-holding broadcasters respect their territorial rights online, as well as online advertising, news access and ambush marketing.

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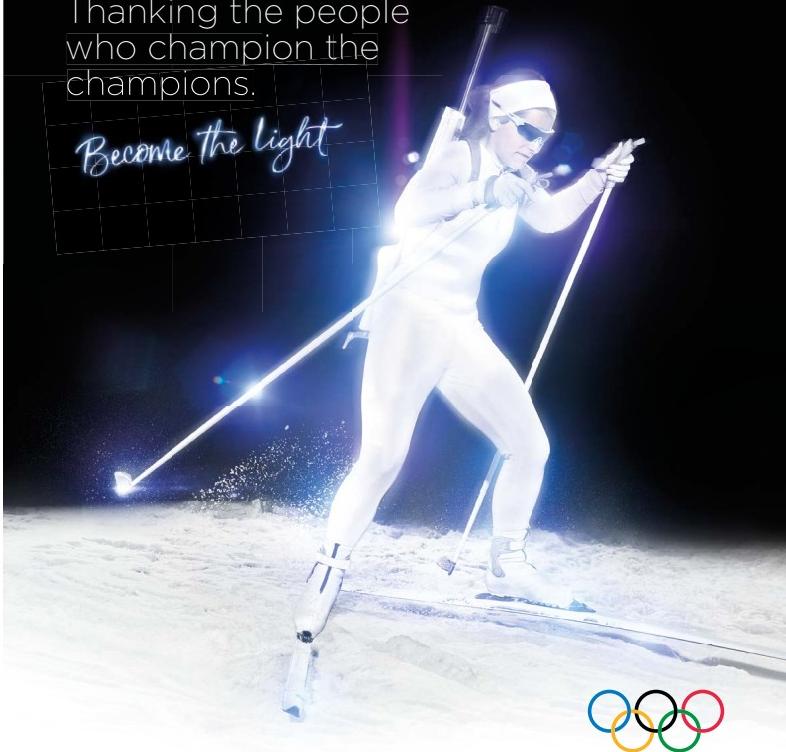
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Thanking the people  
who champion the  
champions.

*Become the light*



The Worldwide Olympic Partners



Get involved at [olympicchannel.com/light](http://olympicchannel.com/light)